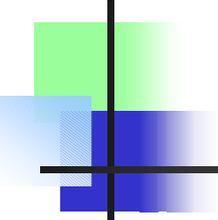**The Fiesole Collection Development Retreat Series**
"User Behaviour and Its Impact on Libraries and Publishers"

July 18th – 20th 2002

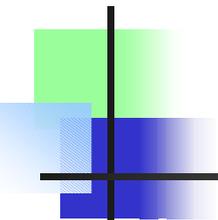**David Worlock – Chairman**
of Electronic Publishing Services

drw@epsltd.com

"The User Driven Business Model: A World Turned Upside Down"

The user driven business model: A world turned upside down

David Worlock – EPS – July 2002

www.epsltd.com

The All-Inclusive, Super-Connected Information Machine

- Everything is there. Not only is the content comprehensive, it comes from multiple sources, and is fully linked and archived.
- Access is easy from anywhere.
- Anyone can use it, with transparent authentication and no charge for individual users.
- It is easy and fast to use, with intuitive navigation and easy yet sophisticated searching.
- The content is of high quality, and is readily identifiable through intelligent sorting.
- Functionability is enriched to exploit the electronic environment, facilitating data manipulation, visualisation techniques and video.
- Personal customisation is easy.
- It is a secure and reliable environment.
- It can be preserved, guaranteeing recovery from disaster and migration to new technologies.
- It is affordable, and whoever pays doesn't complain about the price.
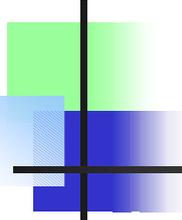
Areas of investigation

- How do end users obtain access to full text articles?

- Why do they choose these access methods?

- What is the level of demand for full text articles?

- How do end users pay for full text articles?

- What impact do full text article delivery services have on sales of printed journals?

Use of full text articles is significant, and growing

- 65% ordered 1-5 articles each week
- Supplemental to subscription-based and other material
- More articles are being ordered now than in the past
- *Reasons:*
  - *Ease of searching*
  - *More sources of information on articles not carried in regularly used sources*

Finding articles

- More than 50% of full text article users find articles through colleague recommendations

- *Reasons:*
    - *Use of e-mail hyperlinks and other electronic communications facilitates colleague recommendations*
    - *Often operate in small sub-communities in which personal relationships are important*

Archiving

- 75% of electronic article users print out the article concerned
- 35% of users archive articles electronically
- 37% of users archive articles physically
- *Reasons:*
  - *ease of use in terms of retrieval*
  - *ease of use in terms of annotation*
 - *sending to colleagues with notes etc.*

User purchasing power

- More than 50% said purchases were invoiced to employer/institution
- 45% said purchases funded through departmental budgets
- 30% paid for personally
- More than 25% purchased articles using a credit card
- *Shows importance of material to end user; scientific vocation means that users prepared to pay for material themselves*

The personal library – and P2P

- Supporting the shared memory of research teams
- Acquisition driven by urgency
- Arrangement decided by the shape of the enquiry
- Metadata supports interoperability
- NextPage – are the lawyers a role model?

Re-intermediation: post-modernist personal retailing
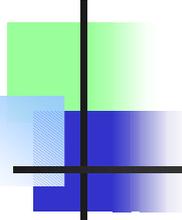
- Ingenta, divine inc – easing the personal access overhead

- BioMed Central – the upturned business model

- The personal use equation the 21st century:

  'Free access + low cost mass storage + easy and repeatable retrieval = local content self-sufficiency'.

Towards the Semantic Web

- RDF standardisation creates an environment for concept-based searching

- Specialised ontologies give researchers domain security – the ability to search and retrieve relevant ideas and store them together (c.f. KMI ClaiMaker Project)

- Does the end of word-searching end the interpretative role of the librarian as an intermediary?
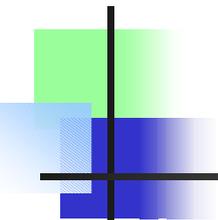
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